## Claims

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- 1. A method, comprising the steps of:
- providing an automated reputation service for furnishing information regarding reputations of parties relative to multiple traits; and providing a first client with access to the reputation service via a communications network to furnish the information regarding a reputation of a selected party relative to the given trait.
- 10 2. The method of claim 1, wherein the method further comprises the step of providing a second client access to the reputation service to furnish information regarding the reputation of the selected party relative to the given trait.
- 3. The method of claim 1, wherein the method further comprises the step of providing the first client access to the reputation service to furnish information regarding a reputation of the selected party relative to an additional trait.
- 4. The method of claim 1, wherein the method further comprises the step of providing a second client access to the reputation service to furnish information regarding a reputation of an additional party relative to an additional trait.
  - 5. The method of claim 1, wherein the first client is assessed a charge for providing the first client with access to the reputation service.
- 25 6. The method of claim 1, wherein the communications network is a computer network.
  - 7. The method of claim 1, wherein the computer network is a wide area network (WAN).
  - 8. The method of claim 1, wherein the computer network is the Internet.
  - 9. The method of claim 1, wherein the communications network includes a wireless communications path.
  - 10. The method of claim 1, wherein the selected party is a person.

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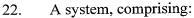
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- 11. The method of claim 1, wherein the selected party is an automated agent of a person.
- 5 12. A business method, comprising the steps of:

  providing a collection of reputation data regarding at least one selected party;

furnishing at least a portion of the reputation data to a client; and accepting remuneration for furnishing the portion of reputation data to the client.

- 13. The method of claim 12, wherein the remuneration is monetary remuneration.
- 14. The method of claim 12, wherein the client provides the remuneration on behalf of the client.
  - 15. The method of claim 12, wherein a third party provides the remuneration on behalf of the client.
- 20 16. The method of claim 12, wherein the collection of reputation data holds reputation data for multiple parties.
  - 17. The method of claim 12, wherein the selected party is a person.
- 25 18. The method of claim 12, wherein the selected party is an organization.
- 19. The method of claim 12, further comprising the steps of:
  furnishing the portion of the reputation data to an additional client; and
  accepting remuneration on behalf of the additional client for furnishing
  the portion of the reputation data to the additional client.
  - 20. The method of claim 12, wherein the portion of the reputation data is furnished to the client via a computer network.
- 35 21. The method of claim 20, wherein the computer network is the Internet.



a collection of reputation data regarding multiple parties; and an automated reputation service for accessing the collection of reputation data on behalf of clients to provide clients with data from the collection of reputation data.

- 23. The system of claim 22, wherein the automated reputation service accesses charges for accessing the collection of reputation data on behalf of the client.
- 10 24. The system of claim 22, wherein the automated service includes an interface for the clients to access the automated reputation services via a network.
  - 25. The system of claim 22, wherein the interface enables clients to access the automated reputation service via the Internet.
  - 26. The system of claim 22, wherein the collection of reputation data contains reputation data for multiple traits for as least one of the parties.

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